

Public Involvement and Engagement Advisory Committee

Title of Paper	Public engagement and involvement assurance report: February to March 2023		
Date of Meeting	25 April 2023	Agenda Item	2.5

Lead Author	David Rogers, Head of Communications and Engagement		
Contributors	Members of the Insight, Coproduction and Engagement (ICE) team.		
Purpose of the Report	Please tick as appropriate		
	For Information		✓
	For Discussion		✓
	For Decision		✓
Executive Summary			
<p>The report provides members of the ICB Public Involvement and Engagement Advisory Committee (PIEAC) a summary on activities related to engagement, involvement and coproduction to support capturing the views of local people undertaken by the ICB between 1 February 2023 and 31 March 2023.</p> <p>This report seeks to provide assurance to the committee and the ICB Board for the delivery against the strategy for working with people and communities and embedding the principles of public involvement and engagement. This includes the progress of establishing an engagement and involvement infrastructure which is able to put the public voice at the heart of decision making and service delivery in the ICB.</p> <p>The report also summarises engagement, involvement and co-production activity supporting priority system transformation programmes and other ICB programmes of work.</p> <p>This report is the fourth report, and while the format was broadly approved at the first meeting of the PIEAC, following a workshop for the PIEAC in February, this latest version of the report seeks to shorten and simplify the content of the report.</p>			
Recommendations			
<p>The Public Involvement and Engagement Advisory Committee is asked to:</p> <ul style="list-style-type: none"> • Note the contents and summary of insights contained in the report • Recognise and endorse the engagement and involvement activity undertaken across the ICB and the resulting insights shared in the report • Note the forward view of upcoming engagement, involvement and co-production activities for the next period 			
Equality Impact & Risk Assessment Completed	Yes	No	✓ Not Applicable
Patient and Public Engagement Completed	✓ Yes	No	Not Applicable
Financial Implications	Yes	No	✓ Not Applicable
Risk Identified			
	✓ Yes		No

If Yes : Risk	Lack of effective involvement and engagement across the ICB RISKS an inability for the ICB to make sure effective and efficient health and care services are delivered, decision making which does not take public insight into consideration and lack of empowerment within our communities.
Report Authorised by:	Neil Greaves, Director of Communications

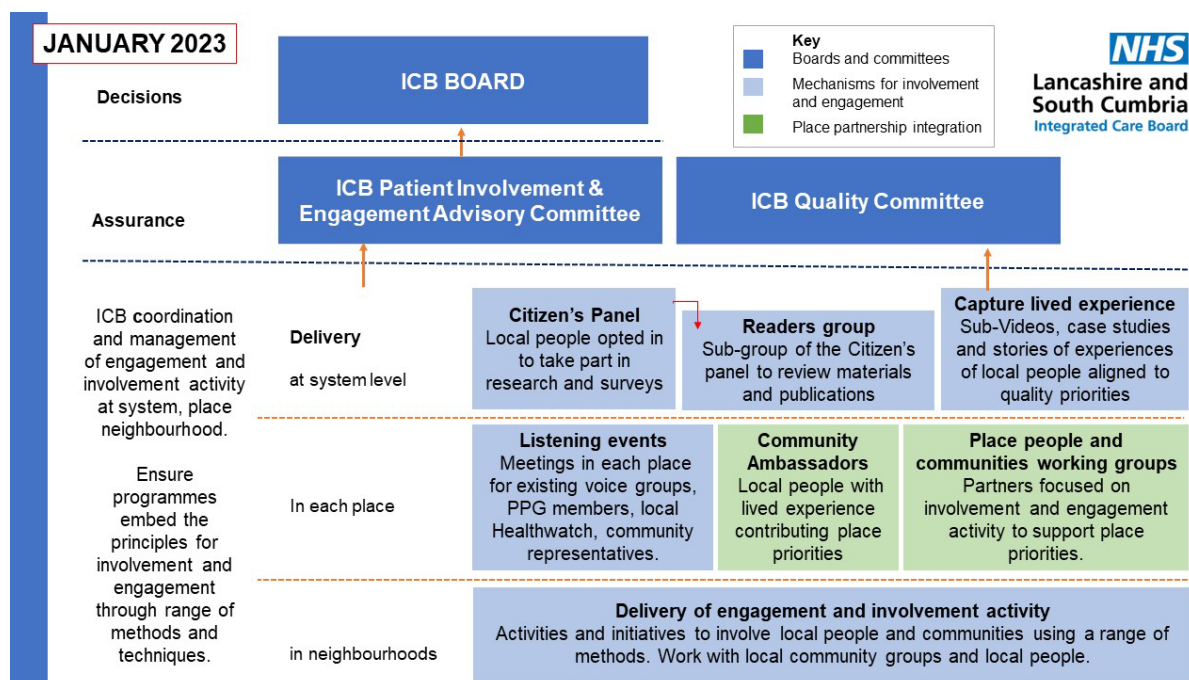
Public engagement and involvement assurance report: February to March 2023

1. Introduction

Public involvement is an essential part of making sure that effective and efficient health and care services are delivered; by reaching, listening to, involving and empowering our people and communities, we can ensure that they are at the heart of decision making. The NHS in Lancashire and South Cumbria is committed to putting our population’s needs at the heart of all we do.

The ICB has endorsed a strategy for working with people and communities which describes an ambition to develop robust and trusted relationships which empower our citizens and communities and enable a change in culture and behaviours. The strategy is based on ten principles for public involvement and engagement. More information on the strategy is available [here](#).

The engagement and involvement model below depicts the context and levels of assurance for the ICB. This has been developed through a series of workshops and discussions with partner organisations and teams across the ICB. The model has been reviewed and iterated and is presented below. These changes will be reflected in a review of the Working with People and Communities strategy expected to be considered by the PIEAC in June 2023.



The report will provide assurance to the committee and the ICB Board for the delivery against the strategy for working with people and communities across the ICB and embedding the principles of public involvement and engagement. This includes establishing an engagement and involvement infrastructure which is able to demonstrate how public voice is at the heart of

decision making and service delivery in the ICB. As well as being good practice, it is important that the Board receives assurance of involvement in its work and influence regarding its decision making because the ICB has a legal (statutory) duty to involve residents in the development and decisions of the ICB, as well as the delivery of NHS services.

It is recognised that while this report continues to be refined and developed, in essence it's focus is on the discharge of the ICB's duty to involve and as such focuses on engagement and involvement solely by the ICB as well as in partnership with stakeholders and partners.

The relationship with the ICB Quality Committee, and the System Quality Group (SQG) are also important as they have a role in demonstrating, assuring and making decisions in relation to any quality improvements arising from any insight and findings from involvement and engagement with people and communities. Significant work has been undertaken to ensure the work of the PIEAC and the Quality Committee are integrated and to avoid unnecessary duplication of effort. Members of the Quality Committee are also members of the PIEAC, and vice versa, to ensure that there is strengthened oversight and connectivity between the committees.

2. Report executive summary and key themes

- Over the last two months and since the last report, the ICB engagement team has continued to build on the engagement infrastructure and processes. In the last report, we described the work of the team in producing a range of products to support this. Further work is being undertaken to align language and conducting assurance checks to ensure we are up to date with the latest thinking and legislative requirements and duties. In addition, the team have been piloting a training programme for the workforce, partners and PPGs.
- Listening events have commenced as a method of establishing engagement networks with local communities and community representatives in places. These build on existing networks and groups and provide an opportunity for the ICB to listen to communities through trusted voices, groups and representatives.
- The ICB has taken the lead in coordinating an engagement programme to capture views from members of the public on the language and presentation of the Integrated Care strategy, on behalf of partners across the system.
- The citizen's panel is still very much in development, and although our membership numbers are increasing, the engagement team are working hard to promote this as a key system involvement opportunity. Already we are seeing the benefit of this through the readers sub-group of the panel which has seen focus groups reviewing some key documents for the ICB. Response rates in relation to surveys has been positive compared to industry standards.
- Following the Withnell Health Centre procurement and campaign arising from this, we are using this to review and strengthen our procedures and approaches for public involvement and this will be considered within a review of the Working with People and Communities Strategy from April to June 2023.

3. Progress on engagement infrastructure, delivery and mobilisation at system level

3.1 Working with people and communities strategy and plan

We previously reported that, following a national review, our working with people and communities strategy received positive feedback and cited the positive ambitions of the strategy. Members received a draft of the final version in October 2022 and endorsed it subject to some minor amendments which have been actioned. The strategy has now been published on the website and is available [here](#). This will be reviewed and iterated with a view to aligning the strategy with the NHS Joint Forward View and ICB strategic priorities. This is planned to be presented in draft to the PIEAC in June 2023.

3.2 Developing and implementing an engagement and involvement model

The ICB approach is a three-pronged model:

- at system level, the citizen’s panel operates ensuring a regular sense check with residents across Lancashire and South Cumbria. The citizen panel is in place and the membership is growing.
- in places, a responsive, proactive approach to engagement with communities focusing on the place priorities and delivered in collaboration with all partners.
- in neighbourhoods, a rolling programme of listening forums and networks. Initially these were focused on large launch events in each place, however there is a commitment for more frequent and regular listening forums modelled on the listening café model in each area. The frequency and spread of the events balanced against the capacity of the team to deliver this, will ensure that more residents have an opportunity to engage with the ICB in place, more frequently and offer us a chance to develop a model of continuous dialogue.

3.3 Engagement and involvement toolkit and guidance for ICB staff

As part of our development of the communications and engagement team, along with a robust and resilient engagement infrastructure and process, the team have developed an engagement toolkit and guidance for use by ICB teams and to support wider partnership working across the ICS, including the Provider Collaborative Board. The toolkit aims to support teams to embed the ten principles for engagement and involvement in all areas of the organisation and partnership. The toolkit continues to be developed and aligned to the ICB strategic objectives and is intended to be presented to the PIEAC for approval in June.

Alongside this, the engagement team have piloted a training programme and this will roll out to the workforce and system partners throughout the year following approval to the toolkit from PIEAC.

3.4 Citizen’s Panel – database of public connected to ICB

The ICB has developed a citizen’s panel of members of the public who have agreed to participate in surveys, engagement and give their insights concerning health, wellbeing and health services in Lancashire and South Cumbria. This model has been presented as good practice nationally and has been adopted by a number of ICBs.

Number of citizen panel members as of 31 March 2023	1,338 (representing a small increase)
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We now produce a monthly citizen panel bulletin, along with specific topic newsletters. The purpose of this bulletin is to provide opportunities for panel members to be informed and contribute to decisions by the ICB as well as of matters of interest including information

regarding self help resources and campaigns. The primary focus of the bulletin is to involve panel members in the work of the ICB with members invited to participate in surveys, focus groups and interviews. Recently members were invited to contribute to our programme of capturing lived experience and to tell their stories. This has proved successful, and we are currently working on 8 additional patient stories, including a dementia carer story which is currently being considered by the Quality Committee, and will be shared at the next ICB Board in video format. The bulletin is received and opened by the majority of panel members and has a high level of engagement, based on the open rate (which is increasing) and the click rate and comparing against industry standards.

	January 23	February 23	March 23
Total recipients of the Citizen Panel bulletin	1,297	1,299	1,303
Email opens	719	650	747
Open rate (%)	55%	50%	57%
Total clicks	140	143	107

Popular stories in the last newsletter (31 March) included:

- Winter campaign evaluation – 25%
- Update re Wesham primary care centre – 19%
- State of our system CEO report - 11%
- Blackpool residents call for lung health checks – 5%
- Emergency alerts test by UK government – 2%
- Place Virtual Ward patient experience survey – 2%

3.5 Readers Group

In response to demand from ICB colleagues, and interest from members of the citizen’s panel, we have established a Readers’ Group. The group has started to review documents, information, letters and leaflets and offer suggestions on how these can be more patient friendly. The Readers Group membership has grown from 62 members when launched in December, to 160 members by the end of March. Members of the readers group have commented on the Compassionate Communities website and the Integrated Care strategy. The majority of members have opted for online engagement, although there is an appetite for face-to-face engagement. For the Integrated Care strategy the ICB team ran a face-to-face focus group with members, as well as an online focus group.

To support the panel, we have created pages on the ICB website, along with our strategy, and plans, and it also provides a link to join the citizen’s panel which will be used as part of our recruitment drive: <https://www.healthierlsc.co.uk/get-involved/citizen-panel>.

A campaign has been developed to increase the membership of the panel. This has been actively promoted on social media and increased activity is planned for media and through the local engagement events.

3.7 Capturing lived experience

Our programme of capturing lived experience is a growing and important aspect of our work and provides rich insight for the ICB programmes and teams. A growing number of people are keen to share their experiences and insights and we are building a schedule of capturing these. The communications and engagement and quality teams work together to follow up the actions arising from these stories, while recognising that action, change and improvements take time to agree and embed.

The table below shows the topics of lived experiences captured and presented during February and March:

	ICB (videos)	Quality Committee (written stories)
February 23	Virtual wards	Diabetes
March 23	End of life care	Lung Cancer

Stories are being prepared for future committees on the following topics of dementia, ADHD and children and young people.

3.8 GP Practice Patient Participation Groups (PPGs)

An audit of PPGs was undertaken in autumn 2022 and as a result of engagement with PPGs, we have created an engagement toolkit to support practices and those running PPGs. Alongside this, members of the communications and engagement team have been visiting PPGs to listen to them, and also understand what support they need to develop and be active participants and contributors to the health and care system and its development. As a result of the initial visits, the team are proposing a range of support for PPGs, including a PPG chairs development network and an annual conference to share good practice and support to help them promote their work and improve recruitment. We heard that PPGs feel that they are not attracting young people and expressed an interest in developing innovative approaches to do so. As a result, work is underway to develop Youth PPGs with a small number of PPGs expressing interest in piloting this.

In addition to this, we have responded to the Fuller Report with a package of support to Primary Care Networks, PPG networks and PPG members in developing engagement at neighbourhood level.

4. Public involvement and engagement listening events

The ICB model of engagement and involvement has been developed building on existing connections and groups from CCGs and taking into consideration changes to the place boundaries of the system. To maintain connections with CCG public involvement groups, listening groups and PPGs, the ICB has initiated and launched listening events in Blackpool, and Central Lancashire and will seek to hold a launch event in May (after the elections) in Blackburn and South Cumbria. The ICB is planning to undertake more frequent and regular listening café style sessions in every area of Lancashire and South Cumbria on a frequent basis to ensure that our reach and insight gained is greater and forms a continuous dialogue with our communities.

Two listening events have taken place in Blackpool and Central Lancashire.

Blackpool

Following the formation of Lancashire and South Cumbria ICB in July 2022, there has been some challenge from the more active Blackpool and Fylde Coast PPGs around engagement. Beginning in Blackpool, we have developed an ambitious programme of listening events covering Lancashire and South Cumbria for the duration of 2023, and took the opportunity to connect with PPGs and other patient and community groups. With the support of Blackpool Council colleagues and ICB senior leaders (Jane Cass- Director of Partnerships and Collaboration, Karen Smith- Director of Health Integration for Blackpool, Neil Greaves- Director of Communications and Engagement) we heard from around 30 PPG members and system partners, focusing on ICB priorities for the next year. Attendees were asked to consider three questions; focusing only on health services in Blackpool, what is working well, what isn't working well, and how can we improve those services? The draft report has been shared with attendees, in the spirit of co-production, and is seeking their views on amendments, improvements and other suggestions to the report before it is finalised and shared more widely.

Central Lancashire

The second of these listening events was held in central Lancashire (as covered by Greater Preston and Chorley and South Ribble CCGs). The listening event in central Lancashire was organised in liaison with ICB senior leaders, including the Director of Health and Care Integration for Lancashire, Louise Taylor; Sarah James, Integration Place Leader (Central Lancashire); and Neil Greaves, Director of Communications and Engagement. In all we had 21 attendees, including representatives from central Lancashire's Patient Advisory Group and patient participation groups, trust governors and community representatives from disability forums. In the session there was an update on the ICB priorities and the integration with local authorities from Neil Greaves, Louise Taylor and Sarah James. This was followed by a Q&A session and then attendees were divided into four groups for facilitated discussion. Attendees were asked to consider three questions; what is working well in NHS services in central Lancashire, what isn't working well, and how can we improve those services? Attendees were asked to focus on health services specifically.

The draft report has been shared with attendees, in the spirit of co-production, and we are currently seeking their views on amendments, improvements and other suggestions to the report before it is finalised and shared more widely.

The insights from both listening events are captured in the Public and Community Insights Report: February to March 2023.

5. Formal consultations

There are currently no formal consultations taking place in Lancashire and South Cumbria. However, following a review and scoping exercise, we have identified that the New Hospitals Programme, and the Clinical Strategy (led by the Provider Collaborative) could potentially lead to formal consultation. While these are subject to national and health overview and scrutiny

committee agreement, we will continue to progress pre-consultation engagement and keep all stakeholders informed as these areas of work develop.

6. Engagement and involvement by the ICB over the last two months

The following projects have been undertaken during February and March 2023:

Integrated Care Partnership (ICP) Strategy and priorities engagement - Resident engagement on the readability of the strategy. While full readability checks were undertaken using established readability measures, it was agreed to engage with the communities we serve to elicit views and insights about the readability of the strategy. This engagement took place throughout March 2023. A total of 537 individuals feed back to us, through an online survey (144) face to face activities (387) and via the readers panel (6). Outreach engagement routes were led by Healthwatch, the ICB communications and engagement team, district councils, and the VCFSE sector and included an online survey, with signposting to this via various routes across partners including media and social media. They also included use of existing face-to-face resident groups, specific face-to-face / virtual focus groups including a readers' panel and pop up' market stalls in town centres. A detailed report is presented at PIEAC in April, however the key themes were around the accessibility and understandability of the content and language, the design, look and feel of the document and specific suggestions around the content. The findings will be used to inform the creation and iteration of the draft strategy, including content of each of the 'life course' sections. A detailed report showing the approach to the engagement programme will be presented to the PIEAC committee in April for discussion with an aim to assure the ICB Board of the approaches being put in place.

Liverpool House Surgery, Barrow, South Cumbria – engagement with the practice registered population on their views regarding list dispersal following the announcement of the two GPs retiring from practice. The engagement report has been shared with the Primary Care Committee and a decision has been made to disperse the list, taking into account the views and insights of those with whom we have engaged.
<https://www.lancashireandsouthcumbria.icb.nhs.uk/liverpoolhouse>

Withnell Surgery Health Centre, Central Lancashire – following engagement with the Withnell protestors, a review of the engagement undertaken prior to the ICB's inception found the engagement was not thorough enough. Therefore the ICB has taken the decision to abandon the current procurement process and ensure more thorough engagement with the patients registered with the practice, and the community takes place over the next 18 months. A meeting with the GP Practice and patient representatives is planned for the 27 April to develop a comprehensive engagement plan over the next 18 months.

New Hospital Programme – engagement with priority groups December 2022 – February 2023 – A programme of engagement and desk top reviews of previous and known engagement and research with priority groups has been undertaken by the ICB engagement team. This review has been received by the New Hospital Programme. A report summarising the outcomes provides details of the phase of active engagement, which addressed gaps from previous New Hospitals Programme engagement activity and was undertaken between December 2022 and February 2023. The priority groups highlighted by the New Hospitals Programme's engagement gap analysis represent some of the most seldom heard and the most hard to reach groups in the community. These include the gypsy, roma and traveller communities, sex workers, the Muslim community, low income groups, the LGBTQ

communities, people with disabilities, refugees and asylum seekers, homeless people, people with mental health problems, children and young people and rural communities.

The challenge of this engagement work was to reach these communities within the time available, and to build trust and relationships. Building trust and relationships with these communities and networks takes time and resource and as such there was limited feedback from our outreach and engagement. This engagement phase has established a baseline and foundation for future, targeted engagement and will continue through the work of the ICB and provide insight to the NHP on a rolling basis. A summary report from this work is included in Public and Community Insights Report: February to March 2023.

Central Lancashire Urgent Care Pathway – commissioners from the Central Lancashire urgent care team requested a recommendation for engagement on the proposals for the integrated urgent care pathway for the Central Lancashire area, including Greater Preston, Chorley, South and South Ribble areas. Given the timescale and a recognition that Healthwatch Lancashire and Healthwatch Blackburn with Darwen have undertaken detailed engagement on urgent care within the last two years, it was proposed to run a rapid desk top review of the existing engagement, along with national and regional evidence from engagement. This rapid review will inform the next stage of the engagement. A summary report from this work is included in Public and Community Insights Report: February to March 2023.

Winter urgent and emergency campaign evaluation – the ICB and NHS Trusts worked together between October 2022 and February 2023 to deliver a comprehensive and widely publicised campaign called Health Wise to create awareness of services and the appropriate use of services during the pressured winter months. We are now undertaking an evaluation of this campaign which takes into account memorisation of messages, message recall, and behaviour intention and activation. The engagement is currently ongoing and will be reported in the June PIEAC assurance report.

7. Planned engagement and involvement by the ICB over the next 2 months

The following projects are being planned and developed over the next two months:

Five year joint forward plan – The ICB, with its partner NHS trusts, must prepare an NHS joint forward plan to be refreshed before the start of each financial year. For this first year, however, NHS England has specified that the date for publishing and sharing the final plan with NHS England, their integrated care partnerships (ICPs) and Health and Well-being Boards (HWBs) should be 30 June 2023. The next steps in the development of the draft plan are set out in the document itself. A key action for April to June is engagement with our population, using a public facing summary of the draft Joint Forward Plan to inform regular listening public group events with local people. The following is our proposed approach to the engagement, subject to the views of PIEAC members:

- Listening events - hold a series of listening public group events with local people (including PPG members, community representatives, local Healthwatch). We have a series of these in the diary through April and May which we will purpose for this including setting up separate sessions through our Readers' panel – David Rogers will be leading this)
- Focus groups - dedicated focus groups and engagement sessions with local people, VCFSE and other partners

- Share a toolkit: circulate a toolkit of audience specific information to a range of partners to capture feedback from a range of audiences: Staff, elected officials, Health & wellbeing Boards (Lancashire, Blackpool, Blackburn with Darwen, Cumbria), VCFSE partners.
- Social media: utilise social media and online channels to capture feedback from public and partners.

A detailed proposal on the approach will be presented to the PIEAC in April for approval.

Engagement proposal to support ICB procurement engagement and involvement checklist – this work will include co-designing with patients and public groups what reasonable engagement activities should be undertaken at different stages of a procurement exercise to help establish best practice and a framework to support future ICB decision making. This aims to build upon relationships with the Withnell Health Centre PPG and patient steering group and test what reasonable steps the ICB should undertake through the stages of a procurement. The PIEAC will receive a detailed engagement proposal in April prior to this work commencing with the findings expected to be presented and approved in June 2023.

Provider Collaborative clinical strategy priorities – this work is being developed in partnership across the NHS in Lancashire and South Cumbria and overseen by the Provider Collaborative Board. This focuses on specific areas of service transformation. The current phase of work has been to undertake a review of engagement and involvement within existing priority and transformation areas and to make recommendations to programme teams for embedding the principles of working with people and communities.

It is expected that as proposals develop, these priority areas, such as head and neck, vascular and urology services will be included within the workplan for the PIEAC to review engagement and involvement processes in developing new models of care and next steps. The revised workplan for the PIEAC will be developed and presented in June 2023.

Children in Care Leavers Health Review engagement – across Lancashire and South Cumbria children in care leaving care receive a health check and health documentation as part of their transition to independent adult life. The process is markedly different across the three local authorities and we have been working with local authority children in care, and safeguarding leads to develop an engagement approach to eliciting the views of children and young people to inform a single, consistent and agreed approach to care leavers health reviews and documentation. The engagement activity is expected to commence in April and conclude by June 2023. This activity is being led and coordinated by the ICB communications and engagement team and delivered by our partners.

Getting to outstanding (End of life/palliative care) – we have been working with the end of life/palliative care team to develop engagement on the “getting to outstanding” pathway and development of engagement mechanisms. This work is still being scoped and developed.

For information or contacts for any of the engagement initiatives described in this report, please contact David Rogers: david.rogers10@nhs.net

Glossary

A&E	Accident and Emergency
BAME	Black and Minority Ethnic (groups)

BME	Black and Minority Ethnic (groups)
BTH	Blackpool Teaching Hospital
BwD	Blackburn with Darwen
CAB	Citizen's Advice Bureau
CCG	Clinical Commissioning Groups (now abolished and replaced by the ICB)
CSU	Commissioning Support Unit
CVS	Community and Volunteer Service
DHSC	Department of Health and Social Care
EHIRA	Equality Health Impact Risk Assessment
EoL	End of Life (care)
GP	General Practitioner as well as General Practice
GRT	Gypsy, Romany, Traveller (community)
GTO	Getting to Outstanding
HOSC	Health overview and Scrutiny Committee
IAPT	Improving Access to Psychological Therapies
ICB	Integrated Care Board
ICE	Insight, Coproduction and Engagement (team)
ICP	Integrated Care Partnership
IMO	Inspire, Motivate, Overcome Charity (Blackburn)
ISDN	Integrated stroke delivery networks
LGBTQ	Lesbian, Gay, Bisexual, Transgender, Queer (communities)
LCC	Lancashire County Council
L&SC	Lancashire and South Cumbria
LSCFT	Lancashire and South Cumbria Foundation NHS Trust
NHP	New Hospitals Programme
NHS	National Health Service
NHSE	National Health Service England
NWAS	North West Ambulance Service
PCN	Primary Care Network (groups of GP practices)
PIEAC	Public Involvement and Engagement Advisory Committee
PPGs	Patient Participation Groups (a requirement for each GP practice)
SLT	Senior Leadership Team
UCLAN	University Central Lancashire
VCFSE	Voluntary, Community, Faith and Social Enterprise (organisations)